



News Release

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CALIFORNIA CHILDREN AND FAMILIES COMMISSION KICKS OFF STATEWIDE PUBLIC EDUCATION CAMPAIGN, ANNOUNCES ITS NEW 'FIRST 5 CALIFORNIA' TAG LINE

New Multi-lingual Campaign Reminds Californians About the Importance of a Child's Development During the First Five Years

LOS ANGELES – The California Children and Families Commission (CCFC) today launched a \$17 million statewide campaign to educate parents and caregivers about the important role they play in the intellectual and emotional development of young children. The campaign provides information about simple methods of nurturing and parenting that encourage positive early childhood development.

The new campaign also marks the debut of the Commission's new tag line and logo, which was created to convey the overall purpose of the organization. The new tag line, **First 5 California**, signifies the importance of the first five years of life when a child's brain develops most dramatically.

"The **First 5 California** tag line provides an opportunity to emphasize that all Prop. 10-funded programs are part of a comprehensive, statewide initiative," said Rob Reiner, chair of the California Children and Families Commission. "Our goal is to create a comprehensive system of programs and services for all children prenatal to age 5 that integrates health care, quality child care, and parenting education in order to support the school readiness of children."

All 58 County Children and Families Commissions have joined with the CCFC to create the California Children and Families Partnership to launch the public education campaign. Reaching Californians statewide through television, radio, billboards and print advertisements, the public education campaign encourages parents and caregivers to read, talk, and play with young children even when they are infants. Scientific research shows that the experiences of children in their earliest years have a profound effect on the way they grow and develop, and that secure and loving attachments with

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parents and caregivers instill in children the social, emotional and cognitive abilities they need to thrive in school settings. Several ads also stress the dangers of smoking while pregnant and around children.

Produced by GMMB, Durazo Communications and the IW Group, the public education campaign reaches California's ethnically diverse population with specific suggestions for ways to incorporate reading, talking, and playing into a family's daily routine. Television spots will run in six languages, including English, Spanish, Vietnamese, Korean, Mandarin and Cantonese, while radio spots will also include Hmong and Lao languages. Print ads will also run in Thai, Cambodian and Tagalog.

One 60-second television spot entitled "Will You?" portrays several small children asking parents and caregivers to read, play and sing to them. Title cards appearing on screen include, "Reading to young children makes them better prepared for school," "Playing with children now will make them happier and more self-confident later in life," and "Singing and talking with children when they're young helps develop their minds." Finally, scenes of reading, singing and playing between parents, caregivers, and children appear while an announcer says, "A child's brain develops most dramatically by the age of three. So the more you read, talk, or play with them while they're young, the better they'll do in school and in life. Remember, every moment you spend now... Can make a difference that lasts a lifetime." The final title card reads, "Your choices shape their chances. First 5 California. 1-800-KIDS-025."

The California Children and Families Commission was established after voters passed Proposition 10 in November 1998, adding a 50 cent-per-pack tax on cigarettes to fund education, health, child care and other programs to promote early childhood development for expectant parents and children up to age 5. Prop. 10 was designed to address the lack of public funding and support for early childhood development in the wake of a growing body of scientific evidence indicating that the emotional, physical, social and developmental environment to which children are exposed has a profound impact on their ability to reach their greatest potential in school and to become productive members of society.

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